

# THE ALLIANCE HERALD

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If your copy of The Herald does not reach you regularly or satisfactorily, you should phone 340 or drop a card to the office. The best of service is what we are anxious to give, so don't hesitate to notify us without delay when you miss your paper.

## WILL BE REMEMBERED

Quotation from Michael Monohan, according to Doc Bixby in Daily Drift: Henry Ford's efforts to end the war may fail of their object and they may not gain for him the Nobel prize, but he will be honored and remembered for his humanity when some of the loudest who now ridicule him shall sleep under a triple veil of oblivion.

## "PREPAREDNESS"

As indicated in the editorial in this issue under the caption, "Why The Herald Is Democratic," the question of preparedness, as it is called, is not now, and probably will not become, a party issue. In the republican camp we find the widest possible differences of opinion on the subject, and no one's republicanism is questioned on account of this lack of agreement. These differences run all the way from the war-like attitude of ex-President Roosevelt to the Quaker belief in nonresistance. If democrats are wise, they will not question each other's democracy because of differences on this nonpartisan issue. Before the outbreak of the European war, democrats in general opposed increasing the size of the standing army and the expenditures of the government for armament, while in the republican party there was a strong sentiment in favor of it. This is simply stating a fact with which most readers of this paper are, no doubt, familiar.

## MR. HOWARD APPROVES HERALD SPECIAL EDITION

We are pleased to acknowledge receipt of the following letter from S. B. Howard, immigration agent of the Burlington railroad, regarding the special edition of The Alliance Herald issued on February 24, with special reference to the North Platte Valley:

"Permit me to congratulate you on your last edition of The Herald. I believe this issue will be a powerful aid in drawing more people to Alliance during the new Land Drawing. I am enclosing herewith a list of names of people who have inquired at this office during the past two or three weeks regarding the North Platte Valley lands. I should like to see a copy of The Herald in the hands of each one of these if possible."

In answer to the above letter we sent the following reply: "In accordance with your request, we are forwarding in single wrappers today to each of those on the list sent us, a copy of the edition mentioned."

"We feel that The Alliance Herald, in order to keep its title of the leading western Nebraska newspaper, should devote much time and space to the different interests of this end of the state and letters like yours make us feel that our efforts in this line are doing some good. The agricultural edition which we published on February 3 was distributed widely, and the Agricultural Extension Bureau of the State University used 500 copies for distribution in counties which have no county agent."

"Western Nebraska needs more farmers. The Burlington railroad can help fill this need. The people of this end of the state appreciate your courtesy in coming out here the first of this week to confer with them regarding plans for bringing in new settlers."

## THE GROUNDHOG AS A STANDPATER

The Kansas City Daily Drovers Telegram, of February 26, contained an editorial on "The Groundhog's Error," in which his royal nubs, the woodchuck, was criticized for not improving his habits in keeping with modern hygienic research, and incidentally a little thrust is made at standpater statesmen for not keeping in touch with present-day, progressive movements. As will be seen by reading the editorial, which is printed below, it was written during the February warm spell, just before the last cold snap set in:

In staying in his winter quarters the past week or so the groundhog has defied all the rules of hygiene. He ought to get out in the sunshine and take some exercise. He could at least sleep on the sleeping porch and take a cold bath before breakfast, like the other liars. If he would do this a little while he wouldn't find it necessary to go into his hole and stay there for six weeks.

If the groundhog were affiliated with the republican party he would be a standpater. He would want to let well enough alone. In the same spirit the standpater manifests, the groundhog says that his father, his grandfather and all his ancestors back to the time of Noah's Ark have come out of the ground on February 2 to see what the prospects were. If they didn't seem just right, they went back and slept for six weeks. It couldn't be, the groundhog says, that all that noble line of ancestry were wrong, and he is satisfied to follow in their footsteps. He doesn't believe in new departures anyway. He doesn't believe the signs would work if he came out and looked around on February 1 or February 3. Going back into his quarters and being oblivious to weather conditions for six weeks he really doesn't know that weather signs fail about half the time. And, like the standpater, it is so nice to lie in a comfortable, warm bed and snooze without disturbing one's self over distracting things.

It is obvious that the groundhog's system is a bad one. He has been asleep, now, since February 2, and in the meantime he has missed the genial warmth of the sun, he has not seen the glorious cerulean tints of the skies at sunrise and sunset, he has not heard the song of the robins at daybreak, he has missed the invigorating air, and has been a stranger to that ecstatic sensation when there are thrills in vein and muscle from exercise in the open air on a bright day after long confinement in close quarters. No doubt he has rheumatism, too, and is a confirmed pessimist.

Oh, you groundhog, you standpater, get out into God's Out-of-Doors! If you come out only on February 2 and see your shadow, what else but shadow can you expect if you hike into a hole where the sun never shines?

## WHY THE HERALD IS DEMOCRATIC

"We hold these truths to be self evident, that all men are created equal." In this quotation from the preamble to the Declaration of Independence, is found the key to The Herald's democracy; but to make the point even plainer by quoting from President Lincoln's Gettysburg speech, we believe in "A government of the people, for the people, and by the people." We believe in the capacity of the people, in an enlightened country, for self government and their right to exercise it.

Under monarchial and beaurocratic forms of government, it is assumed that it is right and necessary for public affairs to be administered by a select few. If in any degree the common people are given a voice in such matters, the power of veto is retained by some person or persons whose position is secured and maintained by heredity or some method of selection other than popular election.

In a republic, laws are enacted and the government administered by representatives chosen by the people; in a pure democracy, that is a government absolutely democratic, the laws are enacted by direct vote of the people and administered by officers who are directly amenable to the people as a whole.

Republican and democratic forms of government are practically

the same, or would be, if under the former public officials could and would always ascertain the will of a majority of the people and discharge their official duties accordingly. Unfortunately it sometimes happens that those elected to office by the people fail, owing to the influence of their immediate surroundings, to ascertain the wishes of their constituents, or, knowing their wishes, evade them for selfish reasons. There are some, even in this country, who believe that the rank and file of the people are not competent to pass upon questions of public polity and that it is not safe to trust their conscience where issues of a moral nature are to be settled. They prefer to trust the judgment and conscience of a select few rather than of the many.

The Herald believes most emphatically that it is safe and right in matters of government to trust the common intelligence and the common conscience of an enlightened citizenship.

"There's nothing in a name," sometimes, but it happens that the difference between the republican and the democratic parties of the United States may be defined, in a general way, as the difference between government by a select coterie of statesmen and politicians and government by the people as a whole, the difference between what has come to be known in recent years as reactionary and progressive principles. To be sure, there are, individually, some splendidly progressive republicans, and some who are known as democrats are reactionary in their personal beliefs. It is absurd to condemn or disparage a person merely because he affiliates with any political party, or to commend another person for no other reason than that he adheres to another party; but in general the above line of demarcation indicates the cleavage between the republican and democratic parties of this country.

The fundamental difference between the democratic and republican parties is not their disagreement on the tariff question; that is only an incidental difference. The question of "state's rights", as it is called, is not an issue, as a few mossback stump speakers still try to make us believe; that question was settled for all time at Appomattox. But the question of the rule of the people is still an issue. As the democratic party takes the side of the people, as in the popular nomination of candidates by primary elections, the election of United States senators by a vote of the people of the states instead of by the state legislatures, the nomination of presidential candidates by primary elections (only a preferential vote yet), direct legislation by means of the initiative and referendum, getting office holders in closer touch with the people and more responsive to their wishes and demands by means of the recall and other practical reforms, The Herald is in politics, and will continue to be, democratic.

### Willard

**All Ready!**

Before you take your car out on the road, look well to your storage battery. Bring it to us and we'll tell you what it needs for Spring.

**ALLIANCE ELECTRICAL WORKS**  
Alliance, (Phone 50) Nebraska

*Free inspection of any battery at any time*

## THE HERALD WANT AD DEPARTMENT

**RATES:**—The charge for both regular and special editions is 1c per word per insertion, six words to the line.

Advertisers so desiring may have answers to their advertisement addressed to a box number, care of The Herald.

Advertisements charged to patrons having accounts are measured by the line, not by the word.

N. B.—The Herald cannot be responsible for more than one wrong insertion due to typographical error. No claim for error can be allowed after the 10th of the following month. Any advertisement inserted to run until forbidden must be stopped by written order.

### WANTED—AGENTS

**WANTED**—One of the large magazine publishing houses desires to employ an active man or woman in this community to handle a special plan which has proven unusually profitable. Good opening for right party. Address with two references, Publisher, Box 155, Times Sq. Sta., New York City. 12-21-6630

**WANTED**—Young men from eighteen to twenty years of age wanted to solicit business for a local company with a proposition that will make good money. Address Box 6620, care Alliance Herald, giving full particulars. 12-11-6620

### WANTED

**WANTED**—Good second-hand roll top desk for store use. Inquire of B. E. Johnson, Hemingford. 12-2-6639

**WANTED**—Every reader of The Herald to form the habit of reading all the ads. It's a "Mutual Benefit" proposition.

**WORK WANTED** by competent, able-bodied man. Will clean lawns, run errands and do any work. Wm. C. Garland, Phone 340. 14-11-6715

**WANTED**—Dressmaking by the day. Have no objections to going out of town. Phone 103, or call at 419 Cheyenne. Mrs. L. C. Shaw. 14-11-6706

### STORE FOR SALE

Good business; town small but growing; in a prosperous agricultural and stock raising country. Only a cash deal considered. DOVE & CO., 14-11-6677 ARKORA, Nebr.

## These little ads Are Genuine Business Getters

They are at your service. Use them. They reach more homes than any similar department printed in Western Nebraska.

May be an opportunity among these ads for you today. Read and see. Might be money in your pocket to place an ad in next issue.

Use Your Phone—Call 340

Only 5c per line

—Count 6 words to the line

**WANTED**—A cook at the Commercial Hotel, Hyannis, Nebr. A. B. Hosman, proprietor. 13-21-6679

**HOME WANTED** for three children, two boys and one girl, ages from three to six years. Prefer home with elderly couple without children. Will pay reasonable for same. Might consider woman to keep house. Address with full particulars, Box 6633, Alliance Herald. 12-11-6633

### MEN WANTED

B. C. Johnson, 172 N. Halsted street, Chicago, Ill., president of the largest concern of its kind in the world, wants three or four men in Box Butte county and several men in adjoining counties, to work for him spare time or all the time. He can use only those who have a rig or auto. Work is very pleasant and no previous selling experience is necessary. Work consists of leaving a wonderful new household necessity in the homes on free trial. Tests at more than thirty of the leading Universities and the U. S. Government's Bureau of Standards show this new article to be four times as efficient as article now in general use in this section. Article is needed in every rural home and benefits every member of the household, bringing cheer, comfort and happiness into the home. Not necessary to be away from home nights. Pay from \$6 to \$15 per day according to ability and number of homes visited. In writing Mr. Johnson, mention what townships will be most convenient for you to work in; what your regular occupation is; your age; married or single; how long you have lived in the community; what kind of a rig or auto you

have; whether you wish to work spare time or steady; how much time you will have to devote to the work; when you can start, and about how many homes are within six miles of you in each direction. This is a splendid opportunity for several men in Box Butte county and counties adjoining to make good money, working steady or spare time. Some of the field men earn \$300 per month; one farmer earned \$1,000.00 working spare time only. No investment or bond necessary. 14-31-6682

**BIDS WANTED**—The two-story frame residence building at the northeast corner of Fifth street and Niobrara avenue will be sold to the highest bidder within the next thirty days. The board of directors reserves the right to reject any or all bids. Odd Fellows Building Association. A. D. Rodgers, president; Lloyd C. Thomas, secretary. 14-11-6714

### FOR SALE

**FOR SALE**—Good, paying butcher shop. Good location and steady business at good prices. Address box 6406, care Alliance Herald. 9-11-6406

**FIVE ROOM HOUSE FOR SALE**—Good location. Electric lights and city water. Price reasonable. Phone 643.

**FOR SALE**—Card board in white and colors, at The Herald office.

**PIANO FOR SALE**—Phone 643.

**FOR SALE OR TRADE**—Powerful six-cylinder automobile. Will sell cheap, or trade. Call or write The Herald office. 1-11-6568

**RELINQUISHMENT FOR SALE**—320 acre relinquishment, four miles

from town east of Alliance. Will sell cheap. Address Box 6166, care Alliance Herald, Alliance, Nebr. 51-11-6166

**FOR SALE**—At Herald office, old papers, 5c per bundle.

### MISCELLANEOUS

**BUSINESS OPPORTUNITY** for man with small amount of capital to get into good, paying business in western Nebraska. Prefer man with some experience in farming. Must be steady and reliable. Address, with particulars, Box 6645, care Alliance Herald. 12-11-6645

**MONEY TO LOAN** on real estate. Apply to H. M. Bullock, Room 4, Reddish Block, Alliance. 6-11-6307

**RECORD FOR TRAINMEN**—Railroad men can secure a very useful book at The Herald office. It is a daily time book for trainmen and engineers. The price is reasonable. 4-11-6728

### MOVE FURNITURE SAFELY

We have equipped our dray wagons and auto truck with the latest appliances for moving furniture without marring or scratching or damage. Up-to-date wagon pads will be used by us on all moving jobs. JOHN R. SNYDER, Phone 15. 37-11-5950

Office blanks and blank loose-leaf books for sale at The Herald office. Phone 340 and a representative will call.

Buy your receipt books, legal blanks, blank notes, all kinds of blanks at The Herald office. Price reasonable. A big assortment.

Money to loan on real estate. F. E. REDDEN.

**MONEY TO LOAN**—On Box Butte county land and ranches in the sand hills. No delay in making the loan; we inspect our lands and furnish the money at once. J. C. McCorkle, McCorkle Building, Alliance, Nebr. 1-11-6554

Persistence is the cardinal virtue in advertising; no matter how good advertising may be in other respects, it must be run frequently and constantly to be really successful.

## When You Know What Is Best, Ask for it by Name

By J. R. HAMILTON  
Former Advertising Manager of Wanamaker's, Philadelphia

If a man has anything he is proud of, he gives it a name whether it be a baby or a pair of boots. And the more he is proud of it, the more he talks about it.

Nameless things are seldom good and never reliable. If you want to cut down your cost of living the very best way to do it is to learn to ask only for standard articles.

When you know the name of a good maker of shirts or shoes, of furniture or pianos, of hardware or underwear, fix that name definitely in your mind and remember it when you come to buy.

Do not allow strange things to come into your home any more than you would allow strange people.

The brand and the trade-mark and the copyright are the letters of introduction from the maker to you. In this way he vouches for their respectability and guarantees their good behavior in your home.

There is a name for every good product that is made. And most of these names are known to every man and woman in America. Manufacturers have spent hundreds of millions of dollars to standardize these names in your mind. From the lining of a dress to a laundry soap; from a cleanser to a baking powder; from a suit of clothes to a kit of tools; you could call every standard article on the market by name if you would only remember to do so when you come to buy.

It is through your carelessness that lies and adulterations creep in. The standard is set by good men, but the standard is only maintained by you.

It is time for you to forget the generic name of every article, and remember only the standard name of its quality.

In the advertising news of this paper today you will find many of these standard names and brands of quality. This article is written for the sole purpose of reminding you to use those names. It is only fair that you should do as much for these good manufacturers as they are doing for you. It is only right that you should help in this great standardization of good products that is going on throughout America.

Begin now to ask by name for everything you buy. And you will find your satisfaction growing greater day by day and your optimism extending even down to your pocketbook.

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